DOCUMENT RESUME

ED 148 219 HE 009 479

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TITLE Actual Fall 1977 Enrollment at Independent Colleges and Universities.
INSTITUTION National Association of Independent Colleges and Universities, Washington, D.C.
PUB DATE Nov 77
NOTE 18p.
AVAILABLE FROM National Association of Independent Colleges and Universities, 1717 Massachusetts Ave. N.W., Suite 503, Washington, D.C. 20036

EDRS PRICE MF-$0.83 HC-$1.67 Plus Postage.
DESCRIPTORS Church Related Colleges; *College Freshmen; *College Students; *Enrollment Rate; *Enrollment Trends; Geographic Regions; Higher Education; Junior Colleges; National Surveys; *Private Colleges; School Size; Statistical Data; Tables (Data); Universities

ABSTRACT

The report is intended to follow up a May 1977 survey of anticipated fall enrollment. A stratified sample of 135 institutions represents a universe of 1157 institutions, or all of the independent sector except autonomous professional schools. Two-year colleges are included. The response rate was 94 percent. Among the findings were that: (1) the total freshman headcount enrollment increased 2.5 percent from the previous fall; (2) fall freshman headcount increases were highest at universities and comprehensive colleges, especially where enrollment exceeds 2,500; and (3) total headcount enrollment increased 2.1 percent, primarily due to transfer students. Data on both freshman and total headcounts are presented according to institution type, region, affiliation, and size. (MSE)

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ACTUAL FALL 1977 ENROLLMENT AT INDEPENDENT COLLEGES AND UNIVERSITIES

November 1977

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An Occasional Research Paper

from the

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Colleges and Universities
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HE009479

ACKNOWLEDGEMENTS

This report is a survey on actual Fall 1977 enrollment at independent colleges and universities. The purpose of this report is to provide timely information about fall enrollment to independent colleges and universities and to follow-up an earlier survey of anticipated fall enrollment (May 1977). Therefore, the National Association of Independent Colleges and Universities Office of Research contracted with the Bowen-Minter study to conduct a survey of actual Fall 1977 enrollment at independent institutions.

The study utilized the national sample of the Bowen-Minter study, expanded to include research universities and two-year colleges. This stratified sample of 135 institutions represents a universe of 1157 institutions, or all of the independent sector, except autonomous professional schools. The participating institutions were very cooperative in supplying data, and the response rate was 94 percent.

This survey could not have been completed in a month's time without the cooperation of admissions officers at participating institutions, or the staff at Minter Associates and NAICU who assisted in gathering the data and typing drafts. However, the full responsibility for the conclusions of this report rests with the authors.

W. John Minter
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ACTUAL FALL 1977 ENROLLMENT AT

INDEPENDENT COLLEGES AND UNIVERSITIES

The National Association of Independent Colleges and Universities conducted a follow-up survey of its anticipated Fall 1977 enrollment study (May 1977) to determine actual Fall 1977 enrollment. Presently, colleges and universities respond to the National Center of Educational Statistics enrollment survey at the end of October, and preliminary data on actual total headcount enrollment is usually not available until early spring. Therefore, in order to provide timely services to independent colleges and universities, the NAICU Office of Research contracted with the Bowen-Minter study to conduct a survey of independent colleges and universities to estimate actual Fall 1977 enrollment.

Highlights of the NAICU Actual Fall 1977 Enrollment Survey

-- Total freshman headcount enrollment increased 2.5 percent in Fall 1977 compared to Fall 1976.

-- In Fall 1977 increases in freshman headcount enrollment were highest at universities and comprehensive colleges and universities, especially at institutions with enrollments over 2,500. There is also a trend to the west and southwest region where aggregate freshman headcount enrollment increased 8.5 percent. However, freshman enrollment showed an aggregate percent decrease of 2.2 percent at two-year institutions. On the whole, except at universities, freshman headcount enrollment as a percent of total enrollment is declining slightly.

-- In Fall 1977 total headcount enrollment has increased 2.1 percent. This increase is primarily due to transfer students, particularly in comprehensive colleges and universities and liberal arts I colleges. However, enrollment decreased by 3.6 percent in the aggregate at two-year institutions. The trends in total headcount enrollment for Fall 1977 are different than freshman enrollment. Increases in enrollment were highest at church-related institutions, at institutions with enrollments of 1,000 to 2,500 students and in the mid-Atlantic region.

Methods Summary

The present study utilized the national sample of the Bowen-Minter study, expanded to include research universities and two-year colleges. This stratified random sample includes 135 institutions carefully drawn to represent all of the accredited, independent, non-profit institutions (as defined by the Carnegie Commission)[1] excluding specialized professional schools. The five distinct types of institutions represented in this universe -- research universities, doctoral-granting universities, liberal arts I colleges, liberal arts II colleges, and two-year colleges -- include 1157 institutions serving 1,969,700 students, which was 94.6 percent of the institutions and 92 percent of the enrollment of the independent sector as of 1969-70. The sample was expanded for this study to include 14 research universities and 25 two-year colleges. (See Appendix B for a list of institutions in the Bowen-Minter study). The sample was drawn to insure representation of the five types of institutions, of five broad regions of the country[2], and of institutions of various sizes as based on enrollment. The 135 institutions which are included in the sample represent 11 percent of the universe of 1157 independent institutions.

Admissions officers at participating institutions were asked in this follow-up survey to submit freshman class total headcount enrollment. They were also requested to break out their enrollment by undergraduates, graduates, first professionals and all others. Finally, they were asked to submit the percentage change in undergraduate transfer students (excluding freshmen) between Fall 1976 and Fall 1977.[3]

Actual Freshman Headcount Enrollment - Fall 1977

Total freshman headcount enrollment increased 2.5 percent in Fall 1977 compared to Fall 1976. Table 1 shows that universities and comprehensive colleges and universities experienced the most increases (3.9 percent) while liberal arts colleges I and II remained steady. There was a decrease in freshman enrollment at two-year colleges of 2.2 percent in the aggregate, although a typical two-year college could expect a 3.4 percent decline in freshman headcount compared to Fall 1976.

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[1] A Classification of Institutions of Higher Education (Berkeley: Carnegie Commission on Higher Education, 1973). The Carnegie classification describing these institutional types is included in Appendix A.

[2] See Appendix C: NAICU Regions.

[3] See Appendix D: Copy of survey questionnaire.

TABLE 1

FRESHMAN HEADCOUNT: FALL 1977

Type of Institution	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977	Median Point Change in Freshman as a % of Total Headcount 1976 to 1977
All Colleges and Universities	2.5%	.5%	- .2%
Universities	3.9	1.3	.6
Comprehensive Colleges and Universities	3.9	1.1	- .2
Liberal Arts I	.9	-1.6	-1.0
Liberal Arts II	.3	1.0	- .3
Two-Year Colleges	-2.2	-3.4	-1.4

Overall, total actual freshman headcount nationally is up 2.5 percent as expected according to our May projections. However, actual enrollment projections varied somewhat by institutional type. Actual freshman headcount enrollment is higher than anticipated by admissions officers at universities and lower than anticipated at liberal arts II and two-year institutions. Except at universities, freshman headcount enrollment as a percentage of total enrollment is declining slightly.

The trends in freshman headcount enrollment by region follow our May projections with a significant increase in freshmen enrollment in the west and southwest region. This region also showed an increase in freshmen as a percent of total enrollment between Fall 1976 and Fall 1977. The southeast region showed a 3 percent increase in total freshman headcount, although a typical institution in this region could expect a 1.1 percent increase in enrollment. The decline in freshman headcount as a percentage of total headcount enrollment from 1976 to 1977 was primarily located in the mid-Atlantic region, with marginal declines in the central and northeastern regions.

TABLE 2

FRESHMAN HEADCOUNT: FALL 1977

BY REGION

Regions	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977	Median Point Change in Freshman as a % of Total Headcount 1976 to 1977
Central	1.1%	- .5%	- .3%
Mid-Atlantic	1.7	.0	-2.0
Northeast	1.7	-1.1	- .4
Southeast	3.1	1.1	.5
West and Southwest	8.5	7.4	1.9

Table 3 illustrates that the increase in freshman headcount enrollment was about the same at non-sectarian and church-related institutions in Fall 1977, although there was a slight increase in freshman headcount enrollment from Fall 1976 to Fall 1977 at church-related institutions. Regardless of affiliation, there has been a marginal decline in freshman headcount as a percent of total headcount from Fall 1976 to Fall 1977.

TABLE 3

FRESHMAN HEADCOUNT: FALL 1977

BY AFFILIATION

Affiliation	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977	Median Point Change in Freshman as a % of Total Headcount 1976 to 1977
Non-Sectarian	2.4%	.0%	- .2%
Church-Related	2.7	1.1	- .4

There are significant differences in Fall 1977 freshman headcount enrollment by institutional size. Institutions with enrollments of over 2,500 show an aggregate percent increase of 4 percent in freshman headcount enrollment; institutions with enrollments of 1,000-2,500 show an increase of 1.9 percent; and institutions with enrollments under 1,000 show a 2.5 percent aggregate percent decrease in freshman headcount enrollment. Other than institutions with enrollments over 2,500, all other institutions show a marginal drop in freshman headcount as a percent of total headcount.

TABLE 4

FRESHMAN HEADCOUNT: FALL 1977

BY SIZE OF INSTITUTION

Enrollment	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977	Median Point Change in Freshman as a % of Total Headcount 1976 to 1977
Below 1,000	-2.5%	-3.7%	- .3%
1,000 - 2,500	1.9	1.1	- .9
Over 2,500	4.0	1.0	.1

Actual Total Headcount Enrollment - Fall 1977

Total headcount enrollment is up 2.1 percent in Fall 1977. As Table 5 shows, increases in enrollments were higher at comprehensive colleges and universities and liberal arts I colleges, with marginal increases at liberal arts II colleges. Two-year colleges show an aggregate decrease in total headcount enrollment of 3.6 percent. For all institutional types except universities and two-year colleges, these increases in total headcount enrollment reflect an increase in transfer students.

TABLE 5

TOTAL HEADCOUNT: FALL 1977

Type of Institution	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977
All Colleges and Universities	2.1%	1.5%
Universities	1.0	-1.3
Comprehensive Colleges and Universities	3.8	3.1
Liberal Arts I	3.7	2.2
Liberal Arts II	1.7	.6
Two-Year Colleges	-3.6	- .9

Overall total headcount enrollment is up 2.1 percent, which is slightly higher than our May projections of 1 percent. However, actual enrollment projections varied by institutional type. Actual total headcount enrollment is higher than anticipated at comprehensive colleges and universities and liberal arts I colleges and lower than anticipated at liberal arts II and two-year colleges.

Total headcount enrollment varied significantly by region indicating some differences among students transferring to institutions beyond the freshman year. The mid-Atlantic region experienced the highest increase in total headcount enrollment in Fall 1977 while the northeast, southeast, west and southwest show slight decreases in total headcount enrollment compared to Fall 1976. These same regions, however, particularly the south and southwest region, have shown increases in freshman headcount enrollment.

TABLE 6

TOTAL HEADCOUNT: FALL 1977

BY REGION

Region	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977
Central	1.6%	1.8%
Mid-Atlantic	6.4	3.1
Northeast	- .3	2.0
Southeast	-1.8	-4.2
West and Southwest	- .5	2.1

Although actual total headcount enrollment in Fall 1977 increased regardless of institutional affiliation, Table 7 shows that there were somewhat higher increases in total headcount enrollment at church-related institutions.

TABLE 7

TOTAL HEADCOUNT: FALL 1977

BY AFFILIATION

Affiliation	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977
Non-Sectarian	1.5%	1.2%
Church-Related	3.1	2.2

Table 8 illustrates again that there were significant variations in total headcount enrollment for Fall 1977 by institutional size. Small institutions show decreases in actual total headcount enrollment in Fall 1977 as well as in actual freshman headcount enrollment. However, institutions with enrollments of 1,000-2,500 show higher increases in actual total headcount enrollment than do universities who show significant increases in freshman headcount enrollments (see Table 4 above).

TABLE 8

TOTAL HEADCOUNT: FALL 1977

BY SIZE OF INSTITUTION

Size of Institution	Aggregate Percent Change 1976 to 1977	Median Percent Change 1976 to 1977
Below 1,000	-1.9%	.0%
1,000 - 2,500	5.3	2.7
Over 2,500	1.7	.9

Undergraduates accounted for 86.6 percent of total headcount enrollment in Fall 1977, graduate students for 7.8 percent, first professionals for 2.4 percent and all other programs for 2.8 percent.

TABLE 9

PERCENTAGE DISTRIBUTION OF TOTAL HEADCOUNT ENROLLMENT: FALL 1977

BY INSTITUTIONAL TYPE

Type of Institution	Undergrad. as % of Total HC	Graduate as % of Total HC	1st Prof. as % of Total HC	All Other as % of Total HC
All Colleges and Universities	86.6%	7.8%	2.4%	2.8%
Universities	63.2	20.4	10.2	6.3
Comprehensive Colleges and Universities	82.9	11.7	3.7	1.7
Liberal Arts I	97.3	2.0	.0	.7
Liberal Arts II	91.9	3.9	.2	3.9
Two-Year Colleges	91.4	4.4	.0	2.2

As one would expect, most of the graduate student enrollment was concentrated in universities (20.4 percent of total headcount enrollment) and comprehensive colleges and universities (11.7 percent of total headcount enrollment).

Conclusions

Actual freshman enrollment for Fall 1977 was up 2.5 percent as projected in May. Universities experienced the largest increase in freshman enrollment. Overall, however, freshman headcount enrollment as a percentage of total enrollment, has decreased slightly. There are trends toward the west and southwest region in freshman enrollment; however, total headcount enrollment increased in the mid-Atlantic indicating increases in transfer students.

Actual total headcount enrollment in Fall 1977 is up 2.1 percent, slightly higher than projected. Although admissions officers indicated an overall decrease in transfer applications last May, there is an increase in transfer students attending independent institutions in Fall 1977. The major increases in total headcount enrollment were at comprehensive colleges and universities and liberal arts I colleges. Enrollment increased at church-related colleges. The trend in enrollment is to institutions with enrollments of 1,000 to 2,500. Small institutions, particularly two-year institutions, are evidencing enrollment declines in Fall 1977.

APPENDIXES

A. Carnegie Classification of the Five Institutional Types Utilized in the Bowen-Minter Sample

B. Institutions in the Bowen-Minter Study

C. NAICU Regions

D. National Survey of Actual Fall 1977 Enrollment at Independent Colleges and Universities - Fall 1977

APPENDIX A

Carnegie* Classification of the Five Institutional Types Utilized in the Bowen-Minter Sample

A. Research Universities I: awarded at least 50 Ph.D.'s and were among leading 50 universities in terms of federal financial support for academic science in 1969-70; and

   Research Universities II: awarded at least 50 Ph.D.'s and were among the leading 100 universities in terms of federal financial support for academic science in 1969-70.

B. Doctoral-Granting Universities I: awarded at least 40 Ph.D.'s in 1969-70; and

   Doctoral-Granting Universities II: awarded at least 10 Ph.D.'s in 1969-70.

C. Comprehensive Universities and Colleges I: offer liberal arts and at least two professional programs and enrolled at least 2,000 students in 1969-70; and

   Comprehensive Universities and Colleges II: offer liberal arts and at least one professional or occupational program and enrolled more than 1,500 students in 1969-70.

D. Liberal Arts Colleges I: selective in admissions and lead in terms of the number of their graduates who later receive Ph.D.'s; and

   Liberal Arts Colleges II: all other liberal arts colleges.

E. Two-Year Colleges and Institutes.

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*A Classification of Institutions of Higher Education (Berkeley: Carnegie Commission on Higher Education, 1973).

APPENDIX B

Institutions in the Bowen-Minter Study*

Doctoral-Granting Universities

Adelphi University
Dartmouth College
University of Denver
Drexel University
Georgetown University
Marquette University
University of Notre Dame
University of the Pacific
Southern Methodist University
University of Tulsa

Comprehensive Universities and Colleges

Abilene Christian College
University of Albuquerque
Baldwin-Wallace College
Capital University
University of Dayton
Drake University
Elmira College
Fairleigh-Dickinson University
Genva College
Gonzaga University
University of Hartford
Iona College
Lafayette College
Merrimack College
Oklahoma Baptist University
Ouachita Baptist University
Pacific Lutheran University
University of Puget Sound
Roger Williams College
Russell Sage College
St. Lawrence University
St. Norbert College
University of Santa Clara
Seton Hall University
Simmons College
Suffolk University
Texas Wesleyan College
Trinity University
Tri-State College
Union College
Valparaiso University
Villanova University

Liberal Arts Colleges I

Allegheny College
Augustana College
Carleton College
Colorado College
Davidson College
Hamilton College
Kalamazoo College
Kenyon College
Macalester College
Mt. Holyoke College
College of New Rochelle
Oberlin College
Randolph-Macon Woman's College
Reed College
Ripon College
Rosemont College
St. Olaf College
Salem College
Washington and Lee University
Wells College
Westminster College
Wheaton College
Whitman College
Williams College

Liberal Arts Colleges II

Belmont Abbey College
Bennett College
Berry College
Bethel College
Bryan College
Campbell College
Clark College
Curry College
Dominican College of Blauvelt
Elmhurst College
Fisk University
George Fox College
Marian College of Fond du Lac
Meredith College
Miles College
Milligan College
Millsaps College
North Central College
Northwestern College
Paine College
Presbyterian College
Paul Quinn College
Regis College
Rivier College
Rust College
St. Paul's College
Shaw University
Stephens College
Talladega College
Tarkio College
Unity College
Upsala College
Westmont College
Wilmington College

*The 14 research universities and 25 two-year colleges were selected to expand the Bowen-Minter sample for this particular study. Until institutions have formally agreed to participate in the Bowen-Minter sample, the researchers have agreed to maintain their anonymity.

APPENDIX C

NAICU Regions

Region I - Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Wisconsin

Region II - Delaware, District of Columbia, Maryland, New Jersey, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia

Region III - Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont

Region IV - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas

Region V - Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington

naicu *a project of the National Association of Independent Colleges and Universities*

STUDY OF FINANCIAL AND EDUCATIONAL TRENDS IN PRIVATE HIGHER EDUCATION

W. John Minter, Director
Howard R. Bowen, Consultant

September 22, 1977

In May, 1977 we contacted you in a telephone survey for the National Association of Independent Colleges and Universities on admissions statistics. NAICU has asked us to do a follow-up to verify Fall 1977 admissions figures.

Would you please fill in the figures requested below and return this form in the stamped, self-addressed envelope provided by OCTOBER 7, 1977.

As with the first survey in May, a report of this follow-up will be mailed to you by November 1.

Thank you for your assistance.

* *

INSTITUTION _____ FICE _____

Actual Fall 1977
Freshmen Class Headcount _____

Actual Fall 1977
Total Headcount
(including freshmen)

Undergraduate _____

Graduate _____

First Professionals _____

All Others _____

TOTAL _____

What was the percentage change in undergraduate transfer students (excluding freshmen) between Fall 1976 and Fall 1977?

_____

_____ _____

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